



City of South Fulton Government

NEWS RELEASE

Department of Communications

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South Fulton Putting New Community App to Use in COVID-19 Communication

(CITY OF SOUTH FULTON, GA – April 1, 2020) – What was intended to be a one-stop source for news and community information now is filling a more pressing need for the City of South Fulton as it works to keep residents informed during the COVID-19 pandemic.

Months ago, the city started development of its ItsMyTown app as a diverse collection of information – from local restaurant listings or community events to city meetings or recreation and arts programs. The goal was to create one source for such content that would be available on any smart device in real time.

“We saw the wealth of opportunities this new tool opened for us in providing residents with the diverse range of information they wanted,” said Mayor William “Bill” Edwards. “Now, as we find ourselves in an unprecedented global emergency, we see the app as a means of streamlining our communication and giving people information they need.”

Developed by ITsimple, an Alpharetta-based company, the cloud-based platform draws information right from the web and includes a content management system allowing the city to push information directly to subscribers. By linking its digital accounts, the city can send the same information through all of its social media channels without the extra steps of having to post to them individually.

“As our efforts to ensure the safety of residents continue to evolve, sometimes daily, the app allows us to communicate those changes to residents directly and immediately,” said City Manager Odie Donald II. “This is another way we are leveraging technology to provide world-class service to those who live and work in our city.”

Creator Ron Freeman developed the app after his family moved to Alpharetta and endured the cumbersome process of learning about the basics of their community.

“As we looked for information on schools, sports teams, healthcare facilities, grocery stores, shopping and other services, it was challenging to find valid, updated and reliable local information focused on our area,” Freeman said. “We created a web-based portal that makes all of those details available in one place right on your phone or tablet.”

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In a quick demonstration, Freeman selected an event using ItsMyTown. He then found the schedule, located a map to the site, scheduled transportation through a driving service, checked the weather and found nearby restaurants.

ItsMyTown is available on the Apple App Store and through Google Play. Simply download it, then enter the City of South Fulton or a zip code within the city and content is downloaded automatically. For more information, visit ItsMyTown.us.

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